

A EUROPEAN OUTLOOK

Second Edition

LEON G. SCHIFFMAN LESLIE LAZAR KANUK HÅVARD HANSEN

CONSUMER BEHAVIOUR

Visit the *Consumer Behaviour: A European Outlook*, Second Edition, Companion Website at **www.pearsoned.co.uk/schiffman** to find valuable **student** learning material including:

- Self-assessment multiple choice questions for each chapter
- Searchable online glossary
- Flashcards to test your knowledge of key terms and definitions



Consumer Behaviour E Book

Table of Contents

Front Cover
Consumer behavious
Brief contents
Contents

Part 1 introduction

An introduction to the study of consumer behaviour

Development of the marketing concept and the discipline of consumer behaviour

Customer value, satisfaction and retention

The impact of digital technologies on marketing strategies

Marketing ethics and social responsibility

Consumer behaviour and decision-making are interdisciplinary

The plan of this book

Summary

Consumer research

Consumer research paradigms

The consumer research process

Summary

Market segmentation

What is market segmentation?

Criteria for effective targeting of segments

Bases for segmentation

Implementing segmentation strategies

Summary

Part 2 the consumer as an individual

Consumer decision-making

What is a decision?

Levels of consumer decision-making

Models of consumers: four views of consumer decision-making

A model of consumer decision-making



Consumer gifting behaviour

Beyond the decision: consuming and possessing

Summary

Consumer motivation

Motivation as a psychological force

The dynamics of motivation

Types and systems of needs

Motivational research

Summary

Personality and consumer behaviour

What is personality?

Theories of personality

Personality and understanding consumer diversity

Brand personality

Self and self-image

Virtual personality or self

Summary

Consumer perception

Elements of perception

Dynamics of perception

Consumer imagery

Perceived risk

Ethics and consumer perception

Summary

Consumer learning

The elements of consumer learning

Behavioural learning theories

Cognitive learning theory

Measures of consumer learning

Ethics and consumer learning

Summary

Consumer attitude formation and change

What are attitudes?

Structural models of attitudes

Attitude formation



Strategies of attitude change

Behaviour can precede or follow attitude formation

Summary

Communication and consumer behaviour

Components of communication

The communications process

Designing persuasive communications

Marketing communication and ethics

Summary

Part 3 consumers in their social and cultural settings

Reference groups and family influences

What is a group?

Understanding the power of reference groups

Selected consumer-related reference groups

Celebrity and other reference group appeals

The family is a concept in flux

Socialisation of family members

Other functions of the family

Family decision-making and consumption-related roles

The family life cycle

Summary

Social class and consumer behaviour

What is social class?

The measurement of social class

Lifestyle profiles of the social classes

Social-class mobility

The affluent consumer

Middle-class consumers

The working class and other non-affluent consumers

Recognising the techno-class

Summary

The influence of culture and subculture on consumer behaviour

What is culture?

The invisible hand of culture



Culture satisfies needs

Culture is learned

Culture is shared

Culture is dynamic

The measurement of culture

What is subculture?

Nationality subcultures

Religious subcultures

Geographic and regional subcultures

Age subcultures

Sex as a subculture

Subcultural interaction

Summary

Cross-cultural consumer behaviour: an international perspective

The imperative to be multinational

Cross-cultural consumer analysis

Alternative multinational strategies: global versus local

Cross-cultural psychographic segmentation

Summary

Part 4 more on the consumers decision-making process

Consumer influence and the diffusion of innovations

What is opinion leadership?

Dynamics of the opinion leadership process

The motivation behind opinion leadership

Measurement of opinion leadership

A profile of the opinion leader

Frequency and overlap of opinion leadership

The situational environment of opinion leadership

The interpersonal flow of communication

Marketers seek to take control of the opinion leadership process

Diffusion of innovations

The diffusion process

The adoption process

A profile of the consumer innovator

Summary



Consumer decision-making again

Glossary

Index

Back Cover

